

Engaging and Communicating with Governing Entities

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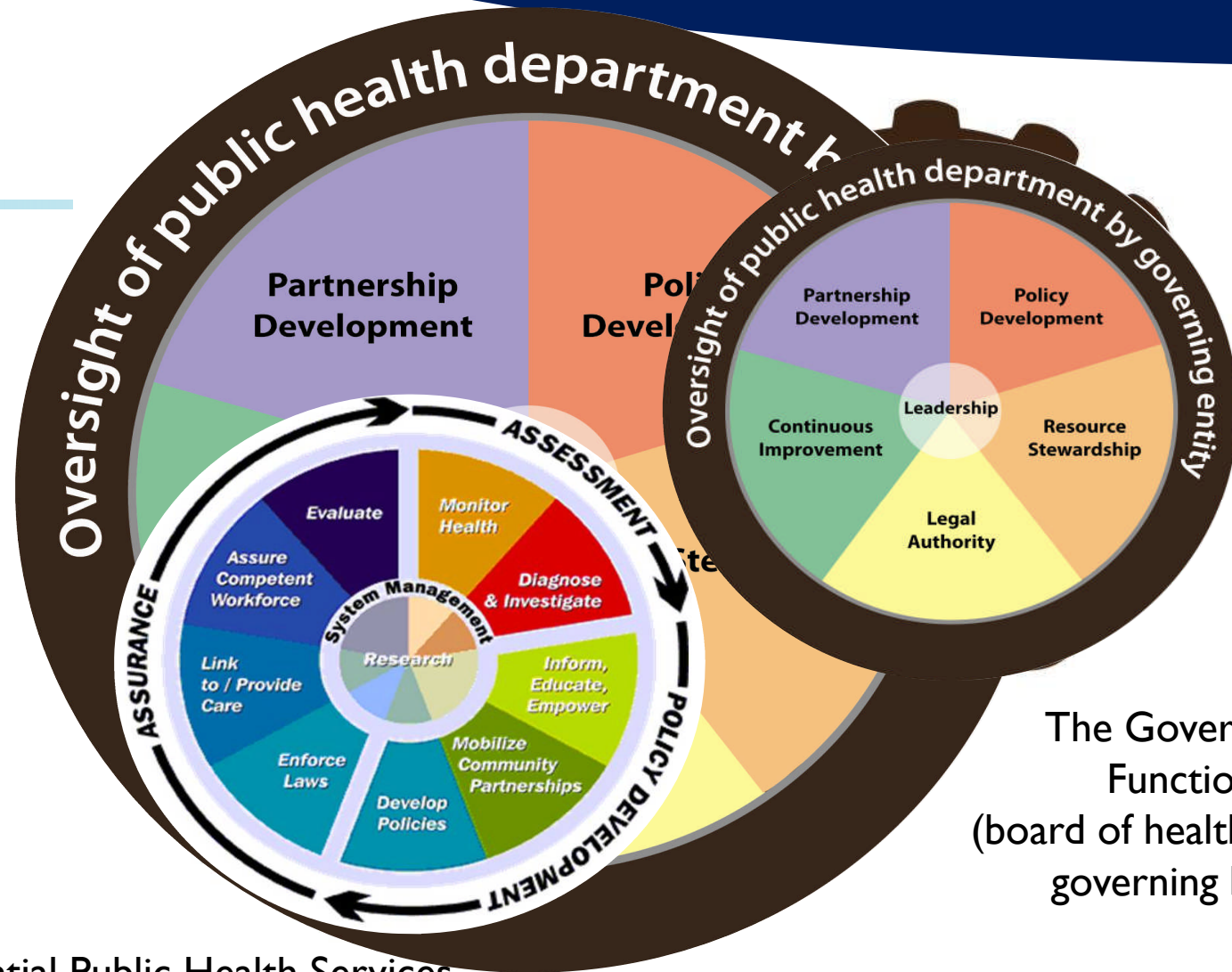




Session objectives

- Know factors that contribute to a board's understanding
 - Identify at least four common communications styles
 - Practice at least three communications strategies
 - Recognize at least two different communication methods
- 

Governance Functions




The Governance Functions
(board of health or other governing body)

The 10 Essential Public Health Services
(health department)



What knowledge do your board members have?

- Medical or health related
 - Business, finance, management
 - Industry
 - Customer service
 - Public health
 - And lots more!
- 



What knowledge do your board members need?

- General public health knowledge
- Jurisdictional statutes and bylaws
- Picture of public health in the community





Priority issues


- What's important to your community?
- What's important to your board members?
- What's important to the health department?
- What's important to elected leaders?

Is the answer to all four of these questions
the same?





Known challenges

- Preconceived notions of roles
 - Varying personalities and communications styles
 - Individual priority areas for board focus
 - Lack of available time / other resources
 - Turnover in board membership or health department leadership
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Unexpected challenges

- Priority issues for a single board member
- Sudden emergencies
- Political changes outside your control

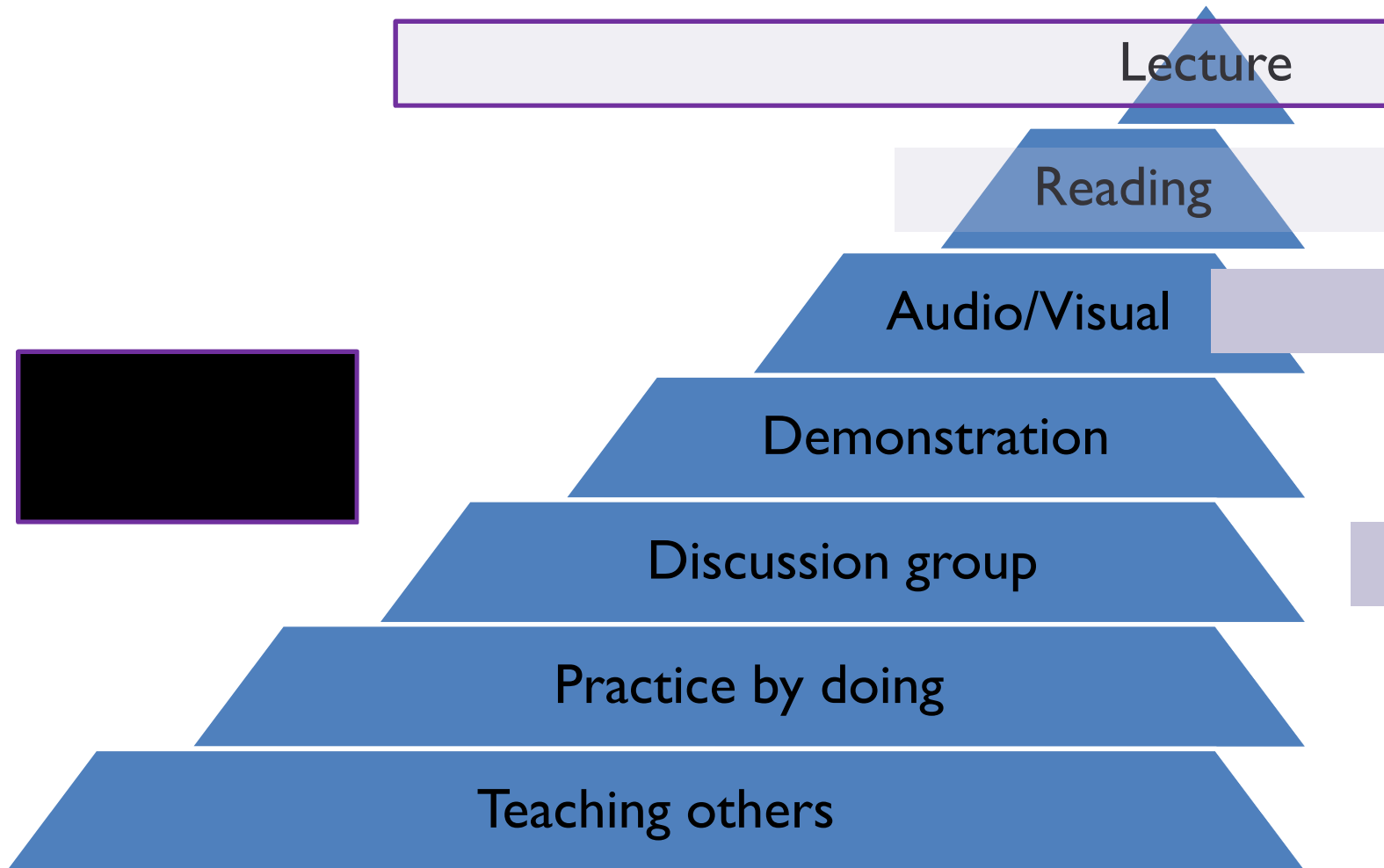


Norton's Communicator Style Measures

- Dominant
- Friendly
- Attentive
- Relaxed
- Contentious
- Dramatic
- Animated
- Open
- Impression-Leaving
- Communicator Image



Learning Pyramid



Adapted from the National Training Laboratory, Bethel, Maine



Back to Basics

Understanding the lingo:
Where do you begin?

What if a public health official had written Nike's slogan?

“While an occasional disinclination to exercise is exhibited by all age cohorts, the likelihood of positive health outcomes makes even mildly strenuous physical activity all the more imperative.”

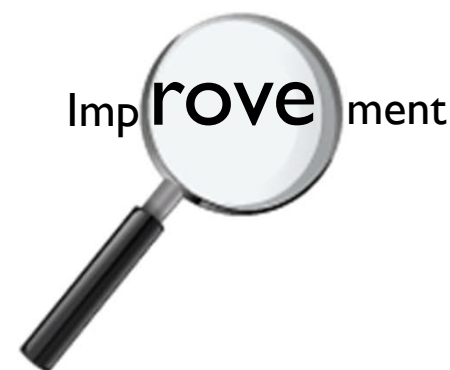
www.plainlanguage.gov for ideas on how to communicate better!



Decoding the Lingo

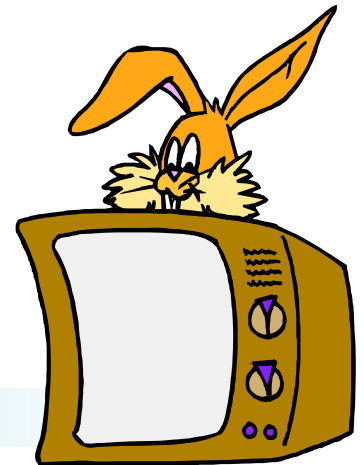
Let's try decoding some lingo for your board:

- Community Health Assessment
- Community Health improvement Plan
- Quality Improvement
- Evidence-based practice
- Practice-based evidence



Use multiple methods

- Provide handouts before the event
- Have written handouts at the event
- Use audio / visual presentations
- Encourage small group discussion





Follow the Three T's

- **T**ell me what you're gonna tell me
- **T**ell me
- **T**ell me what you told me

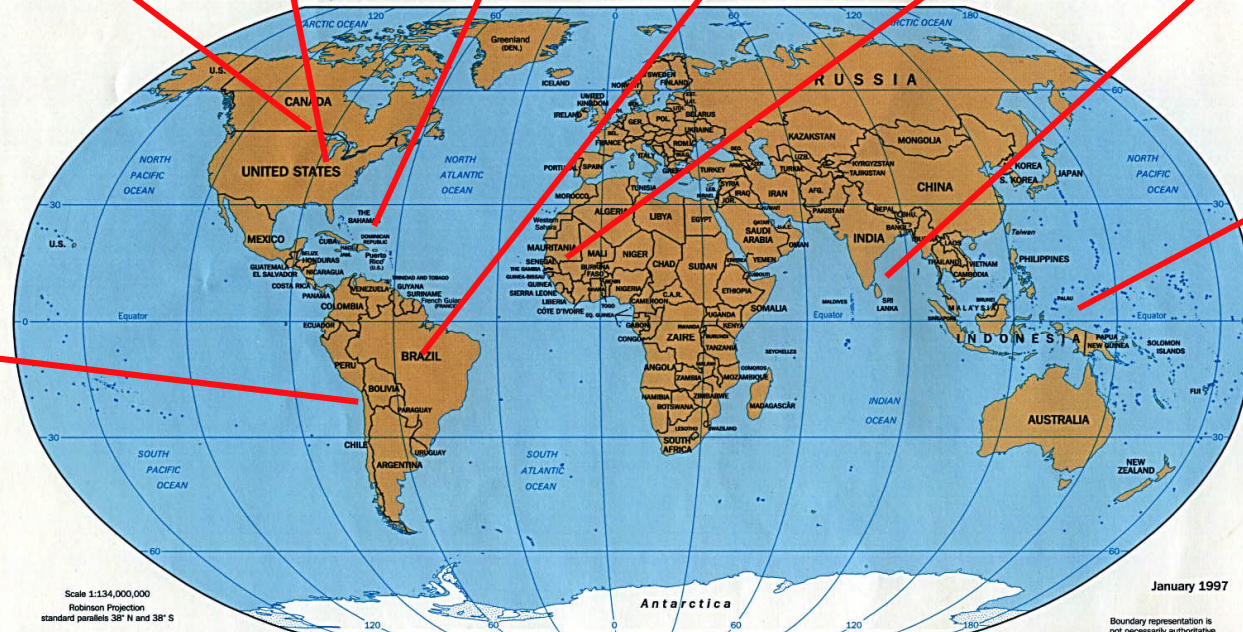
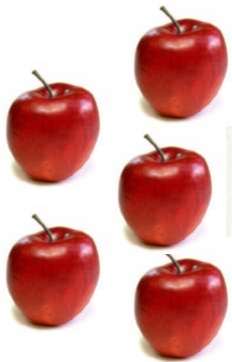
Tell me three times

Rule of 3 Template

Stick to 3 main points



Break it up with pictures




Be Prepared

- Know what you're going to say
- Verify your data
- Use handouts





Consider your audience

- Who are you talking to?
 - What information do they need?
 - What is their level of public health literacy?
 - How do they prefer to receive information?
 - When do they prefer to get it?
 - What format will work best?
- 



Acronyms, Acronyms Everywhere!

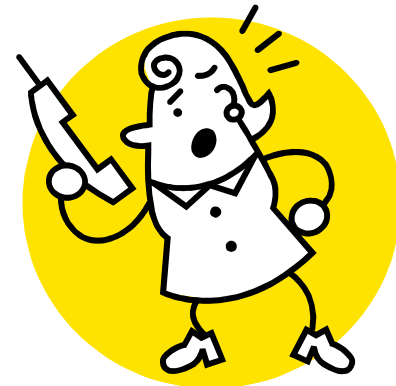
- CHIP: Children's Health Insurance Program?
Community Health Improvement Plan?
Chemical Hazards Information Packaging?
- PHAB: Public Health Accreditation Board?
Parole and Humanitarian Assistance Branch?
Physically Handicapped and Able Bodied?

www.acronymfinder.com – see what
else your acronyms stand for!

Tips and Tricks

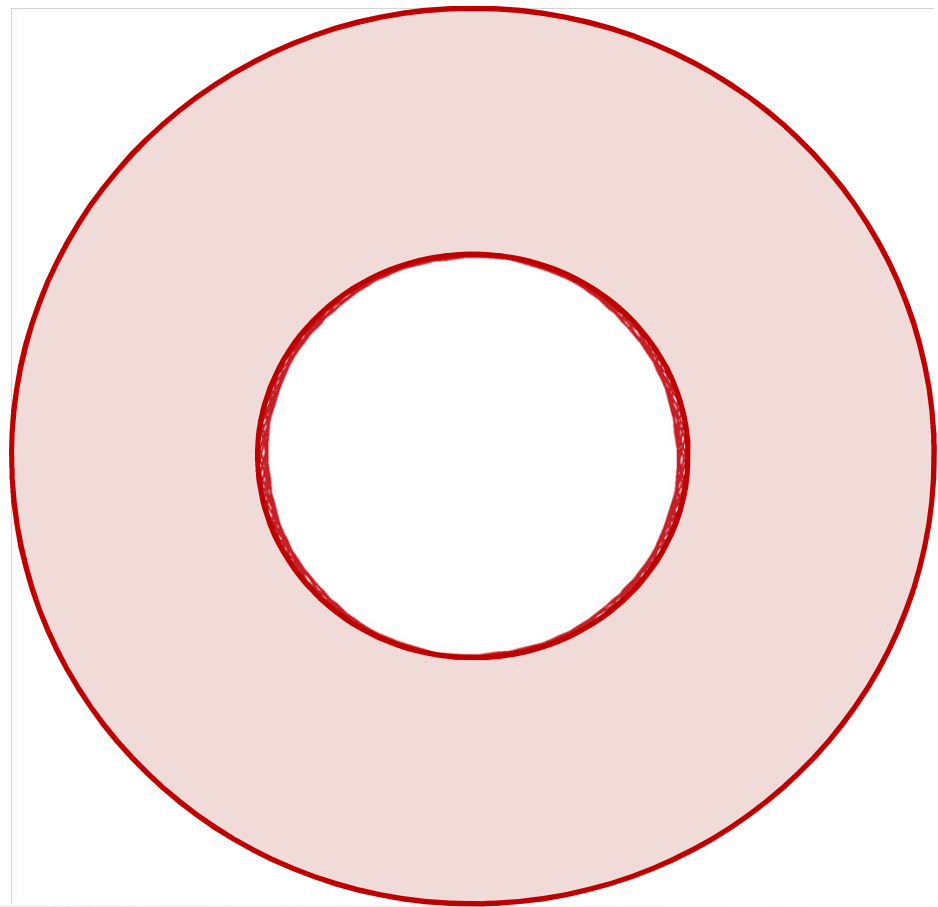
Tip #1: Your voice makes an impression

- Pitch
- Inflection
- Pace
- Articulation
- Pronunciation



Tip #2: The KISS Principle

- **Keep**
- **It**^{It}
Simple,
- **Simple,**
- **Silly!**



Tip #3: Liven it up!

- Pictures
- Colors
- Breaks
- Mooooovement





Tip #4: ...but try not to distract them.

Don't present too much information at once

- 10 - 20 - 30
 - $6 \times 6 \times 6$
 - Rule of thirds
-

Communications Methods






Objective, Reflective, Interpretive, Decisive (ORID) questioning

- What do we know about this topic?
- How do we feel about this topic?
- What does it mean for us?
- What are we going to do?

<http://pacific-edge.info/orid/>; <http://topfacilitation.net/Docs/ORIDING.cfm>




ORID Example: Objective

- What do we know about this topic?
 - We hosted a 10K run last month
 - 450 people registered to attend
 - 700 actually showed up
 - We ran out of parking spaces
- 




ORID Example: Reflective

- How do we feel about this topic?
 - I felt frustrated because I couldn't find a parking place
 - I don't want to participate again unless the issues are resolved
 - It could have been better if...
 - I wish we had...
- 




ORID Example: Interpretive

- What does it mean for us?
 - Why is it important to do this again?
 - What if, instead, we...
 - How about next time...
 - How did our thinking change because of this?
- 



ORID Example: Decisional

- What are we going to do?
 - Will we do this again?
 - What changes will we make?
 - Who will be responsible for those changes?
- 

Exercise: Make a decision




Single Overriding Communications Objective (SOCO)

- What is the core message you want people to take away from this report?
 - Short, self-contained
 - Active words
- What are three or four facts/examples that support that message?




An example of a SOCO

- Safe food is everyone's problem
 - Elect me – I'm better than the other candidate!
 - Eats shoots and leaves
 - Eats, shoots, and leaves
- 



Example of a SOCO plus supporting messages

- Elect me – I'm better than the other candidate!
 - I've voted in favor of legislation that supports your position twice as often
 - I bring the right experience to the table
 - I feel very strongly about an issue that concerns you
- 

**Exercise: Develop a message
from your decision**

Agency, Systems & Community Health Improvement

TRAINING

Questions?